

Alasdar Browne has some unique credentials in the Irish Marketplace

- ✚ He's the **only credentialed Six Sigma practitioner in Sales & Marketing** in Ireland
- ✚ He's a thought leader in **Salesforce Effectiveness, especially for remote salesforces**
- ✚ He's one of only **8 Chartered Marketers in Ireland**. He understands **how to link Strategic Marketing** right through to **Operational Selling**,
- ✚ Utilises **Coaching, Consulting, Facilitation and Training** skills in day to day client work
- ✚ As a **Six Sigma Coach**, he has extensive experience in how to successfully lead **Organisations** and especially **the People** through **Change**
- ✚ He has deep insight into the **practical application of Leadership** and **how to choose a suitable model** for different businesses
- ✚ **Sales Trainer**- especially the unique challenges associated with **transitioning from Sales to Sales Management. Practical experience in Sales and Sales Management**
- ✚ Accredited in **Personal Effectiveness (7 Habits) and Leadership Trainer** with Franklin Covey. Approved as an Irish Partner.
- ✚ **Accredited Executive Coach** with proven track record with **Senior Executive Clients. Knows when to Coach, when to train and advise. Has mature business skills**
- ✚ Skilled in conducting '**Coaching Conversations**' especially in **Managing Performance**
- ✚ Skilled in the use of **profiling and diagnostic tools** and **giving Feedback**
- ✚ He's a member of the **Chartered Institute of Marketing** (M.C.I.M.-Chartered Marketer)
- ✚ Member of the **International Coaching Federation** (I.C.F.)